



SERVICE REPORT

No. 145

CLIENT

Philip Morris U.S.A.

DATE

August 23, 1996

PRODUCT

Virginia Slims

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed

Leo Burnett

This reports a meeting held in New York on August 22, 1996. Present were:

Philip Morris

Suzanne LeVan

Sonya Rush

Tom Lauinger

Leo Burnett

Thomas Smallwood

Tom Ramsey

Lenora Rand

Doug Porter

Dara Altshuler

Beth Chiarucci

Purpose: To review 1997 Spring V-Wear film.

Key Discussions/Agreements

1. Overall, client liked the energy, attitude and look of film and felt that it captured the collection and urban safari theme. One challenge in putting together the catalog is to keep a good color mix (not too brown).
2. The client highlighted some specific "favorite" shots: Laurence in signature suede jacket, all of Laurence in chairs, Eleanor looking in the bag, Tanya with bangles, all of the mock-neck tee shots, Lawrence and Marlen in lingerie, frames with mask, "closing" shot of ethnic pants, ethnic pants on phone, Tanya in zebra scarf, Tanya in sunglasses, and Marlen's "attitude" with luggage.
3. The client requested that the agency look for new shots of the lighter and the make-up kit. Specific other shots to avoid: two women in signatures suede, Valerie Jean with slicked back hair, frames with desk chairs, Marlen in zebra scarf, Luna with zebra scarf may be right for other uses but not the catalog.

Next Steps

- Present catalog comp 9/16

cc: Bonnie Timmins
Rebecca Clarkson

2071663646